

Nickelodeon Greenlights Season Three of Global Hit Series *Sanjay and Craig*

BURBANK, Calif.--(BUSINESS WIRE)-- Nickelodeon greenlights a third season of its hit animated series *Sanjay and Craig* with a 20-episode order. It was announced today by Russell Hicks, President, Content Development and Production, Nickelodeon. The original series follows the misadventures of Sanjay, an excitable and irreverent 12-year-old boy and his best friend Craig, a smooth-talking snake and master of disguise. New episodes from season two will debut this summer on Nickelodeon, with season two set to roll out internationally this fall.



Nickelodeon Greenlights Season Three of Global Hit Series *Sanjay and Craig*.
(Photo: Business Wire)

are just flat out funny with a lot of heart."

The third season will continue to draw from real kid experiences as inspiration for *Sanjay and Craig*'s many crazy adventures. The series will build upon the growing collection of cool and eclectic music, while featuring more half-hour specials, including a holiday episode, filled with weird and funny epic journeys that *Sanjay, Craig, and best friends Hector and Megan* pursue.

Sanjay and Craig was created by Jim Dirschberger, Jay Howell and Andreas Trolf. The second season is co-executive produced by Dirschberger and Howell, with Chris Viscardi and Will McRobb as executive producers. The series features the voice talents of Maulik Pancholy and Chris Hardwick in the lead roles as *Sanjay and Craig*, respectively, with additional cast members that include: Linda Cardellini (*Freaks and Geeks*) as Megan; Matt Jones (*Breaking Bad*) as Hector; Tony Hale (*Veep, Arrested Development*) as Mr. Noodman; Grey Griffin (*The Fairly OddParents*) as Darlene and Sandy Dickson; and Remington Tufflips as himself.

About Nickelodeon

Nickelodeon, now in its 35th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 19 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ:VIA, VIA.B).

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Year to date, new episode premieres of *Sanjay and Craig* average a 4.9/1.6M with Kids 2-11 and 3 million total viewers. It is also the #2 animated show across all TV with Kids 2-11, behind *SpongeBob SquarePants*. The series premiered on Nickelodeon's international channel in September 2013, and is seen in more than 120 countries and territories around the world via the Nickelodeon channels and syndication. The show ranked as a top 5 program among Kids 4-14 in its time slot vs. other kids' channels in key international markets including Australia, Brazil, Germany, Spain, Poland, Hungary and South Africa. In CQ1'14, *Sanjay and Craig* reached more than 18 million viewers across 11 countries including Australia, Brazil, Germany, Spain, Hungary, Italy, Mexico, Netherlands, Poland, United Kingdom and South Africa.

"When *Sanjay and Craig* was first brought to us and was described as being about two best friends, with one that just happens to be a snake, we knew that it had the makings of a great Nickelodeon cartoon," said Hicks. "This show is connecting with kids because our creators had a great vision and they are telling stories that our audience relates to and that

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